



MEXICO

MEDIA LANDSCAPE

www.themediavantage.com



Country overview

THE 11TH LARGEST ECONOMY IN THE WORLD

Overview of Mexico



CAPITAL
Mexico City

REGION
North America

GDP PER CAPITA, PPP
\$20,036

GDP
\$1.29 trillion

POPULATION
130,262,220

AREA
1,964,375 SQ.KM

Mexico is the third-largest country in Latin America and has the second-largest economy.

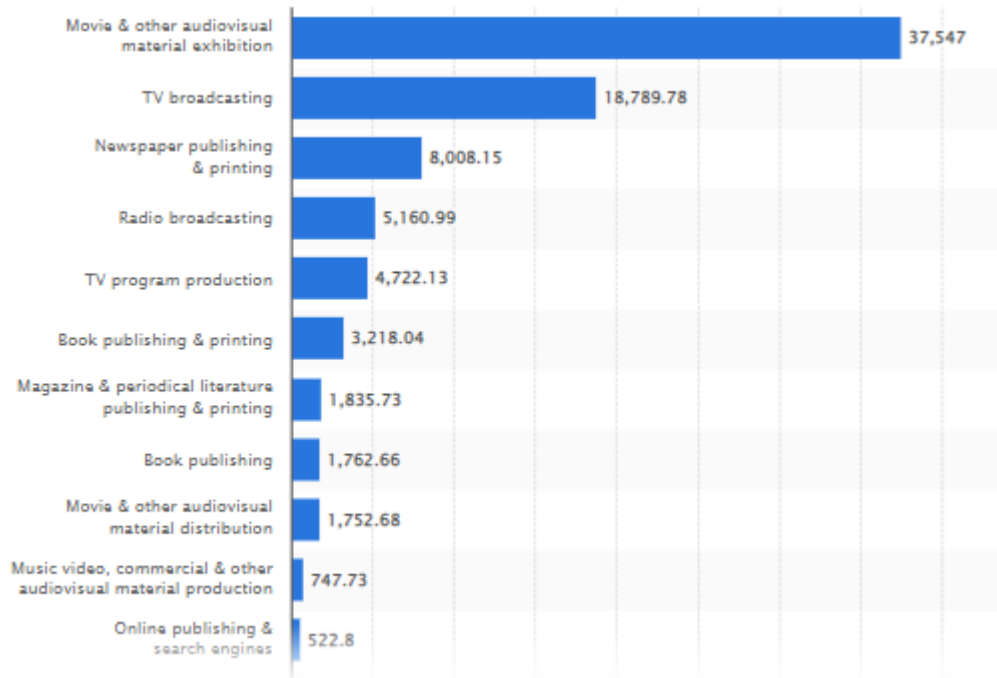
Mexican economy relies on services - with trade, transportation, finance and government accounting for about two-thirds of gross domestic product.

The country is a major producer and exporter of oil. It houses the world's largest population of Spanish speakers.

Media consumption overview

TRADITIONAL MEDIA IS POPULAR IN MEXICO, BUT AUDIENCES ARE BEGINNING TO SLOWLY SHRINK

Revenue generated by media segments in Mexico in 2021
(million pesos)



TV has a penetration rate of
92% in Mexico



Internet penetration rate of
69% in Mexico



Half the country's media
consumers regularly read
print media

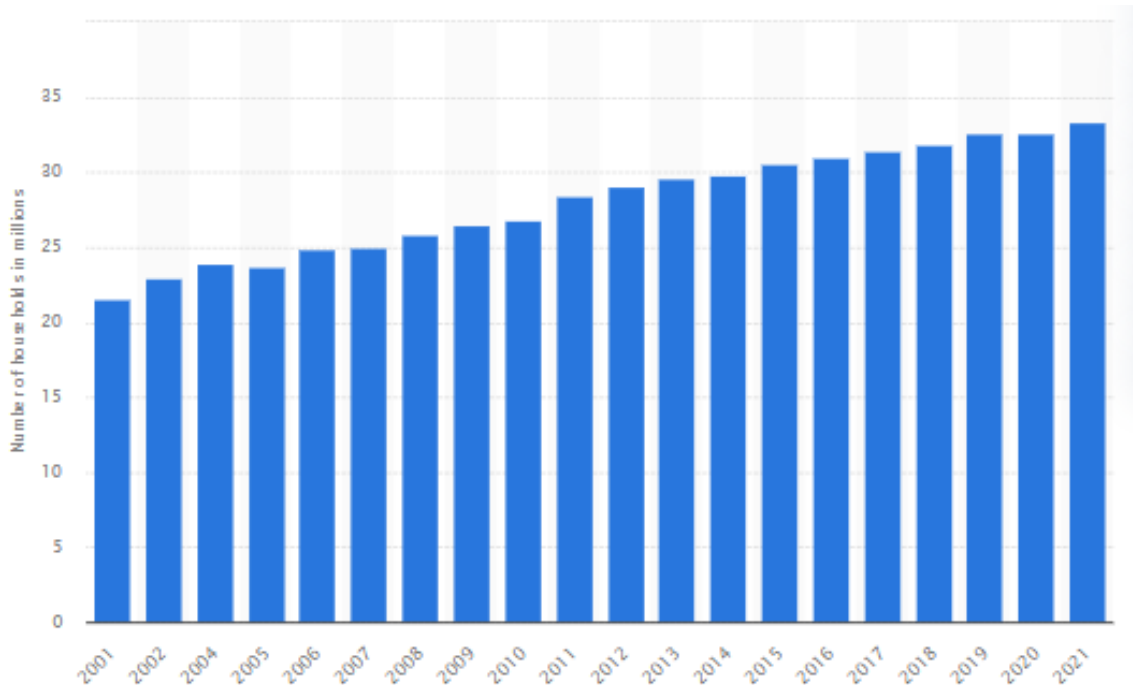


58% of the country's
population has access to
radio

TV

TIME VIEWING TV HAS LARGELY STAYED CONSTANT, INCREASING SLIGHTLY OVER THE YEARS

Number of TV households in Mexico from 2001 to 2021



An average of 5 hours and 16 minutes are spent watching TV in Mexico

Open broadcast television in Mexico is dominated by two companies – Televisa and TV Azteca

Reaching over 91% of the country's household, TV is the most influential media

Most watched free TV channels in Mexico

TV channel	Free TV households	Pay TV households
Las Estrellas	49%	53%
Azteca 13	41%	42%
Canal 5	38%	34%
Azteca 7	29%	30%
Imagen TV	7%	6%
Canal Once	6%	5%
ADN40	6%	5%
Nu9eve	6%	4%
Foro TV	4%	4%
Multimedios	3%	3%



las estrellas



Azteca uno



Radio

RADIO'S REACH HAS SLIGHTLY IMPROVED OVER THE YEARS, AND IS MOSTLY CONSUMED AT HOME



● 20 million households
listen to radio

● States with most radio
devices:

In Mexico State

In Mexico City

In Jalisco

In Veracruz

Radio penetrates 20 million Mexican
households.

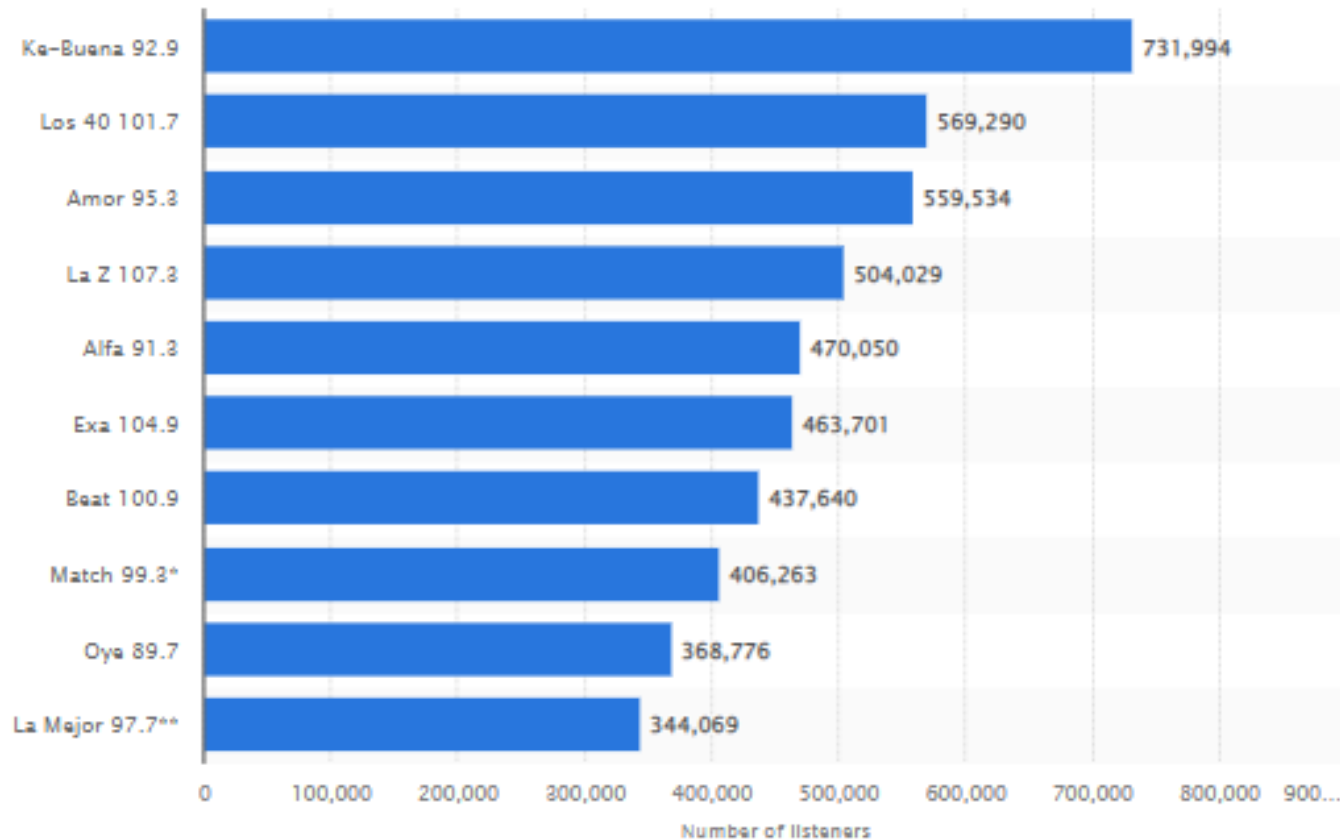
On average, a radio listener spends
between three to four hours per day
listening to the radio actively.

75% of the Mexicans listen to FM radio
stations, 13% listen to AM and 10%
listen to the both types.

Radio

COUNTRY'S TOP NETWORKS

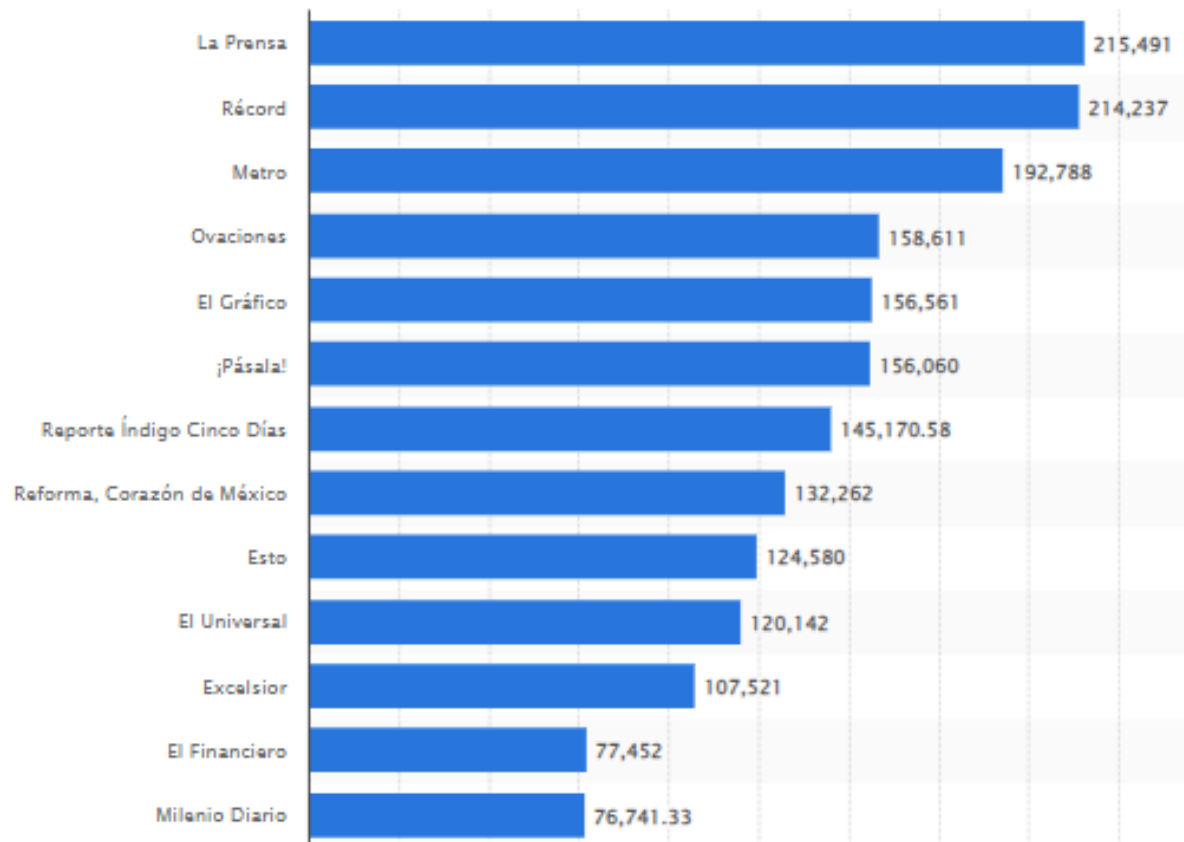
Leading entertainment and music radio stations in Mexico, by number of listeners



Print

LA PRENSA HAD A DAILY CIRCULATION OF 215.4 THOUSAND IN 2021, HIGHEST IN THE COUNTRY

News dailies with the highest circulation in Mexico 2021



- As of October 2021, La had an average daily circulation of 215.5 thousand.
- Sports newspaper Récord, placed second at 214.2 thousand.
- It was estimated that overall newspaper revenue in Mexico added up 1.2 billion U.S. dollars in 2020.

Digital

INTERNET USERS IN MEXICO INCREASED BY 3.8 PERCENT BETWEEN 2021 AND 2022



Digital

YOUTUBE TAKES THE HIGHEST SHARE OF TIME SPENT ONLINE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

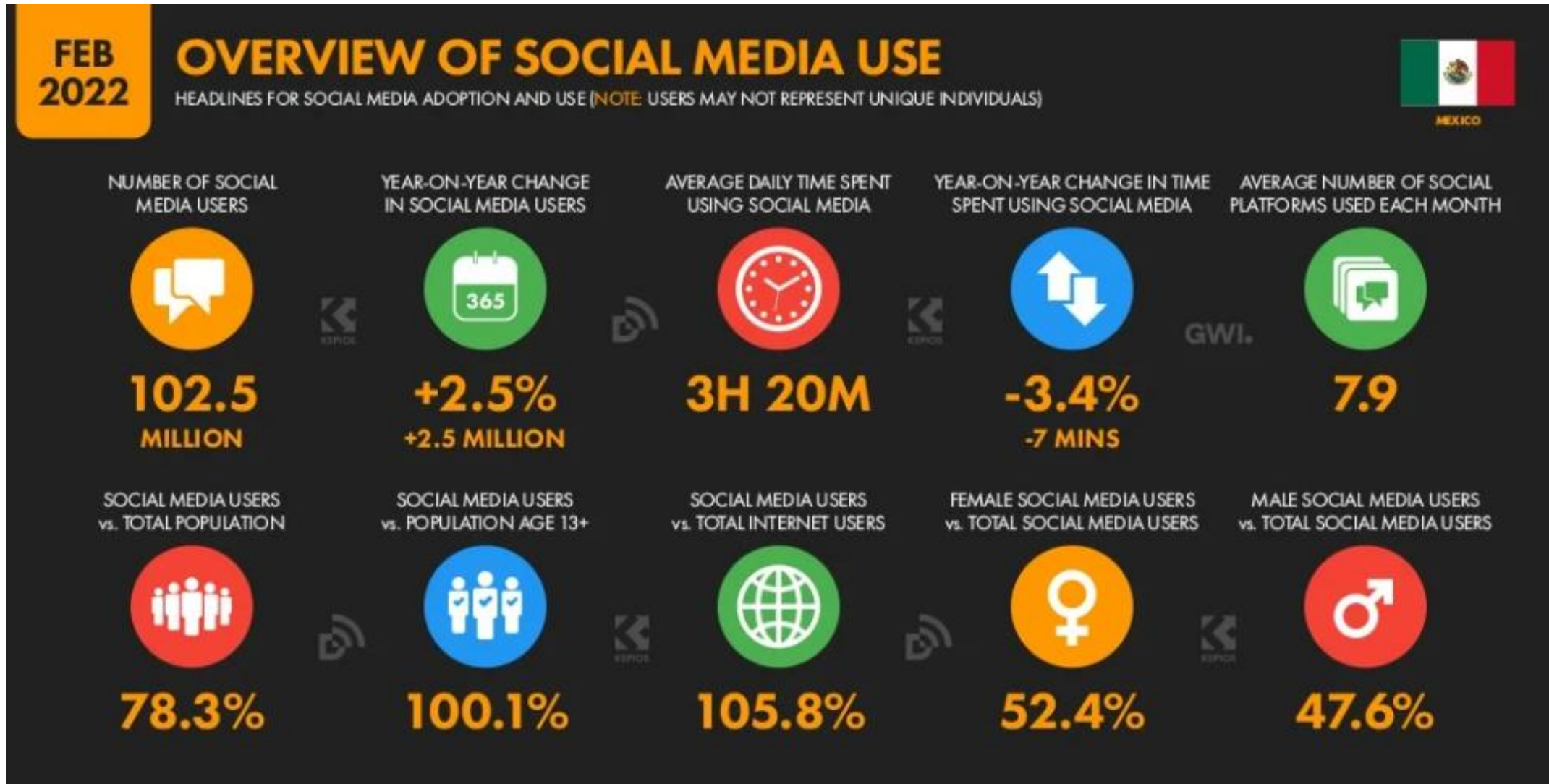


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	35.5B	66.5%	33.5%	10M 18S	8.40
02	YOUTUBE.COM	11.8B	27.4%	72.6%	23M 55S	11.75
03	FACEBOOK.COM	10.8B	66.1%	33.9%	10M 34S	9.05
04	XVIDEOS.COM	3.08B	96.2%	3.8%	8M 55S	8.09
05	WHATSAPP.COM	2.60B	16.9%	83.1%	3M 23S	1.54
06	XNXX.COM	2.55B	98.4%	1.6%	4M 03S	9.61
07	INSTAGRAM.COM	2.09B	68.9%	31.1%	6M 34S	11.15
08	GOOGLE.COM.MX	2.04B	46.1%	53.9%	7M 52S	15.68
09	TWITTER.COM	2.01B	63.5%	36.5%	8M 46S	11.24
10	CALIENTE.MX	1.99B	90.5%	9.5%	3M 34S	1.97

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	MERCADOLIBRE.COM.MX	1.76B	65.3%	34.7%	6M 25S	8.19
12	ESKOLJO	1.62B	90.8%	9.2%	2M 45S	1.50
13	UNOTV.COM	1.60B	99.2%	0.8%	0M 16S	3.73
14	LIVE.COM	1.56B	30.4%	69.6%	8M 48S	9.27
15	WIKIPEDIA.ORG	1.49B	65.6%	34.4%	3M 22S	2.39
16	PORNHUB.COM	1.35B	95.6%	4.4%	6M 38S	5.59
17	ZOOM.US	1.16B	55.3%	44.7%	4M 03S	2.81
18	NETFLIX.COM	1.04B	13.8%	86.2%	8M 45S	4.18
19	AMAZON.COM.MX	953M	55.0%	45.0%	5M 25S	6.65
20	YAHOO.COM	757M	54.2%	45.8%	5M 35S	4.40

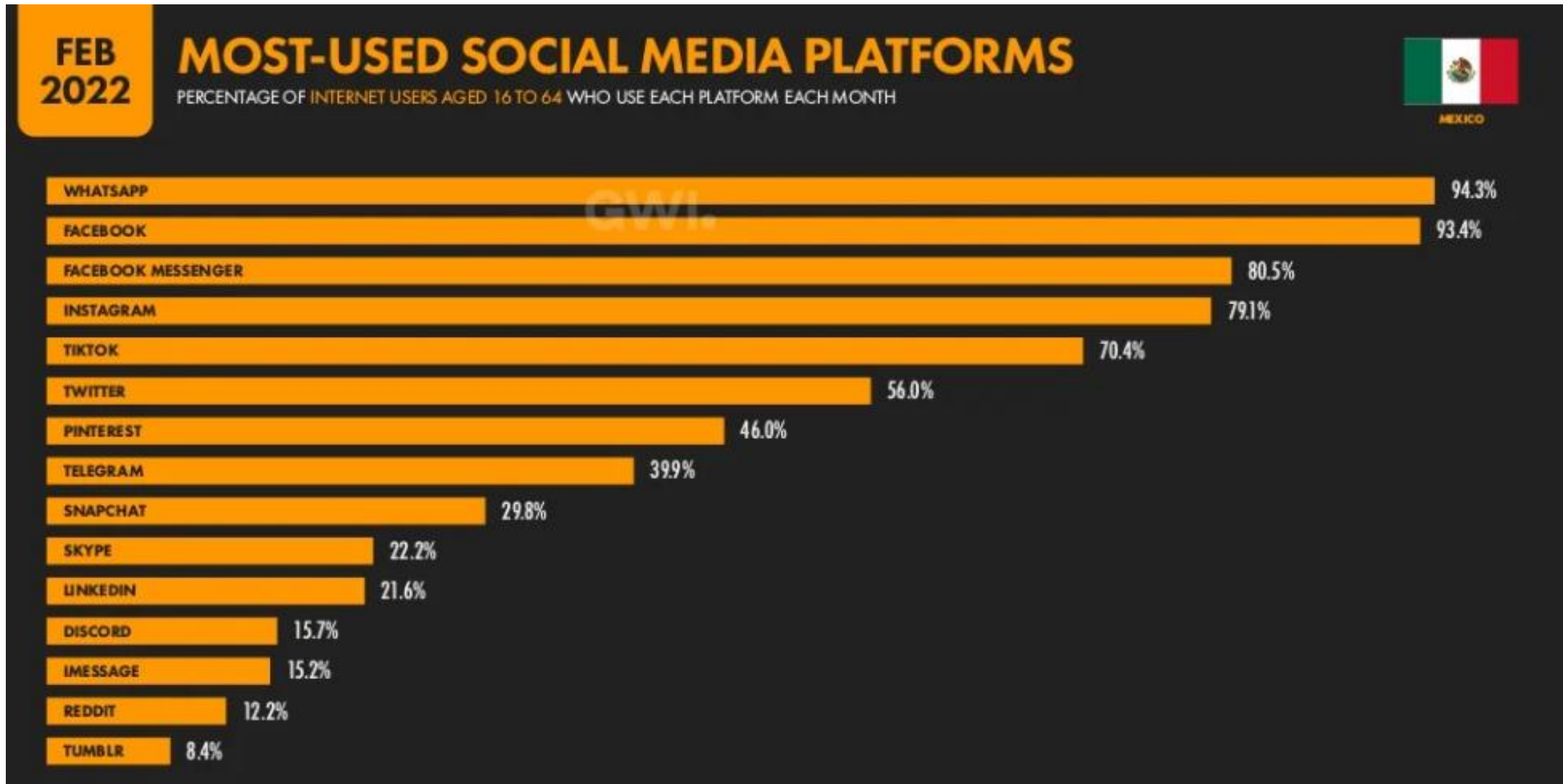
Digital

SOCIAL MEDIA USERS IN MEXICO INCREASED BY 2.5 PERCENT BETWEEN 2021 AND 2022



Digital

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM



Let's Discuss

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